

**UTAH OFFICE OF TOURISM
BOARD MEETING AGENDA**
Friday, February 12th, 2021 – 10:00am to 12:00pm
Virtual Meeting Via Zoom:

<https://us02web.zoom.us/j/88048805125?pwd=NjZmd3M2UEpKSTc1YlJzajIzTHFXdz09>

**Meeting ID: 880 4880 5125
Passcode: 963078**

1. Welcome & Introductions: Lance Syrett, Chair - 10:00 am
2. Approval of Minutes: Lance Syrett - 10:05 am
3. Managing Director Report: Vicki Varela, Managing Director, Utah Office of Tourism - 10:10 am
4. Marketing Committee Report:
 - a. Partner Relations and Forever Mighty update- 10:25 am
Bianca Lyon, Director of Community and Partner Relations, Utah Office of Tourism
 - b. Destination Development update - 10:45 am
Flint Timmins, Destination Development Specialist, Utah Office of Tourism
 - c. VisitUtah.com update- 11:00 am
Rosie Serago, Content Strategist, Utah Office of Tourism
Ethan Koehler, VP Digital Experience & Technology, Hanson Dodge
 - d. Southern Utah+ FY20/21 update - 11:10 am
Molly O'Neil, Strategist, Struck
Jonathan Smithgall, Vice President Digital Marketing and Media, Love Communications
Andrew Gillman, Tourism Creative and Content Director, Utah Office of Tourism
 - e. Ski+ new campaign update - 11:25 am
Kylie Kullack, Head of Client Partnership, Struck
Scott Sorenson, Creative Director, Struck
 - f. 2021 Days of '47 Cowboy Games & Rodeo sponsorship request for \$150,000 - 11:35 am
Tommy Joe Lucia
5. UTIA Update: Natalie Randall, Utah Tourism Industry Association - 11:45 am
6. Announcements/Upcoming Events – Board and Public - 12:00 pm

Meeting adjourned

The next board meeting will be held on April 9, 2021 on Zoom.

Red Emerald Strategic Plan Imperatives

1. Prioritize quality visitation, not simply quantity of visitors
2. Distribute visitation
3. Continue powerful branding
4. Enable community-led visitor readiness
5. Improve organizational effectiveness